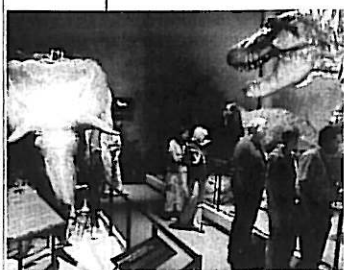


BUSINESS BRIEFS



Creation Museum photo

PETERSBURG

■ With visitor figures far surpassing expected numbers, the **Creation Museum**, a Northern Kentucky museum in that presents the biblical view of the world's creation, is already planning to expand. Since opening in the May, the museum has had more than 250,000 visitors, a figure museum administrators had not expected to

reach for another six months. Plans are moving forward to add more than 660 parking spaces and move the main entrance in order to accommodate the number of guests.

WINCHESTER

■ *Advertising Age* magazine has named **Laura's Lean Beef Company** as one of the top 50 marketers for 2007. The magazine cited the Winchester company's successful implementation of an integrated marketing strategy to educate consumers about the health benefits of its products, which are produced without the growth hormones or antibiotics that are commonly used in the industry. The company's products are sold in approximately 5,800 stores in 43 states.

STATE

■ Kentucky has launched a new high-speed computer network that connects all of the state's public schools, from kindergarten through college. The implementation of the **Kentucky Education Network (KEN)** makes Kentucky the first state in the nation to connect all K-12 public school districts and state public postsecondary institutions on one seamless education-centric high-speed network. The state's efforts are already attracting nationwide attention: *Education Week* recently identified Kentucky as one of two states that were the best in the nation in terms of integrating technology into curriculum and classrooms.

■ As part of its effort to be well-prepared in the event of a widespread disaster or emergency, the **Kentucky Department for Public Health** has provided all 14 hospital preparedness regions across the state with mobile treatment centers. "In the event of a large-scale public health emergency such as an influenza pandemic or disaster, health and medical systems would be overwhelmed with people seeking treatment, and the need to meet this demand would be critical," said William D. Hacker, M.D., commissioner for public health and acting undersecretary for health at the Cabinet for Health and Family Services. "These mobile surge units will have the capability of providing medical care services to quickly stabilize and treat patients on site without overburdening hospitals."

■ **KentuckySatellite** will make its first mission into space this month with a sub-orbital launch from the White Sands launch facility in New Mexico. KySat is a partnership made up of public organizations, universities and private companies. The partnership supports a student-led initiative that involves the design, build, launch and ground operation of small satellites and other spacecraft to promote science, technology, engineering, innovation and education. The primary purpose of this month's space mission is to test subsystems and processes being developed for future orbital KySat missions that are now in development. Those launches are targeted to take place beginning next year.



STATE: MEDICAL USE OF ROBOTS TAKES HEALTH CARE TO A NEW LEVEL

THE University of Louisville and the Owensboro Medical Health System (OMHS) have teamed up to provide state-of-the-art health care to patients in rural and outlying areas of Kentucky through the use of one of the latest developments in medical technology: robots.

Within moments of a request for medical consultation, a doctor seated at a computer control station – anywhere in the world that has a wireless connection – can connect via the Internet to the RP-7 robot, which is located in the OMHS Emergency Room. The emergency and neurology departments at OMHS will be the first to use the system, and U of L's neurology faculty physicians will provide treatment for stroke patients. More specialties may be added later.

Using a joystick, camera and 360-degree infrared sensors, the U of L doctor can direct the robot through the hospital to a patient's bedside and position the robot's head to see vital signs on monitors and charts.

"Using the robot means that patients can be accessed more quickly, which expands treatment and intervention opportunities, and eventually opens up opportunities for enrollment in national clinical trials that benefit all patients," said Kerri Remmel, director of University Hospital Stroke Center and interim chair of U of L's department of neurology.



U of L photo
Using a joystick, camera and 360-degree infrared sensors, a doctor can maneuver the RP-7 robot to a patient's bedside and move the robot's head to view monitors and charts.

STATE: KENTUCKY TO PROVIDE MEDICAL HOUSE CALLS FOR STATE EMPLOYEES

BEGINNING in early 2008, the Commonwealth of Kentucky will begin phasing in a new service for state employees and their dependents: medical house calls.

The service will be provided through the state's health-plan administrator, Humana Inc. and Carena Inc. Under the program, Carena doctors will treat state employees and their family members with urgent health care needs at their homes – 24 hours a day, seven days a week.

According to state officials, the new plan is not intended to be a substitute for primary care, but is designed to serve as a bridge that provides medical care for urgent health needs when the patient's primary care provider is not available, such as after hours or on weekends.

Personnel Cabinet Secretary Brian Crall noted that the new program will also eliminate unnecessary trips to hospital emergency rooms, "which will save money for both state employees and Kentucky taxpayers."

Founded in 2000, Carena delivers urgent health care to employers, such as Microsoft and Costco. Based on survey results, 99 percent of employees who received house calls said they were satisfied with the experience.

With the launch of the in-home urgent care program in early 2008, Kentucky will become the first state to offer the Carena program to its employees. The program will be phased in, offered initially in Louisville and the surrounding area.

BUSINESS BRIEFS

LOUISVILLE

■ **Almost Family, Inc.** has acquired the assets of the Medicare-certified home health agencies owned and operated by Quality of Life Holdings, Inc. for \$10 million. Headquartered in Largo, Fla., Quality of Life operates four agency locations in the Tampa Bay area that will be added to Almost Family's network of 69 home health nursing branches in nine states. In the 12-month period ending Sept. 30, 2007, Quality of Life generated Medicare revenues of \$9.4 million.

■ **Data Advantage Corp.**, a health care information company headquartered in Louisville, has acquired Planning 2.0 of Nashville for an undisclosed price. Planning 2.0 provides health care market and planning products and services to the hospital and pharmaceutical industries. Data Advantage CEO Hal Andrews said the acquisition of Planning 2.0 will enhance Data Advantage's growing hospital market data business by strengthening its capability to offer a wider continuum of demographic, psychographic and geo-spatial analysis.



SOUTHWEST.COM

■ **Southwest Airlines** has created a new fare product for business travelers and added enhancements to its frequent flyer rewards program. Passengers who have booked the "Business Select" fare – which will cost \$10 to \$30 more – are guaranteed first boarding privileges and also receive a free cocktail and extra frequent flyer points in the carrier's Rapid Rewards program. Southwest is the largest passenger carrier at Louisville International Airport.

■ **Louisville-based Peritus Public Relations** has announced plans to open a new location in Nashville. The full-service agency, which also has an office in Frankfort, specializes in public affairs, strategic communications, corporate communications and crisis communications.

■ **LabCorp's** Louisville facility will lose 97 jobs as part of the North Carolina company's downsizing strategy. The cutbacks, which primarily affect technical positions, will be completed next month, leaving the Louisville facility with approximately 350 employees. LabCorp is one of the world's largest clinical laboratory companies, handling more than 370,000 specimens daily for some 220,000 clients.

■ **Louisville-based Papa John's International** has become the first national pizza chain to offer customers the option of submitting their order via text message. Customers who utilize the tool will also have the option of receiving coupons and special offers via text message.



MANCHESTER

■ **Eastern Kentucky University** has broken ground on its new \$12.5 million postsecondary education center in Manchester. ECU has offered courses in Manchester since 1992, operating out of the Manchester Square Shopping Center. The new 48,636-square-foot facility, which is being constructed by McKnight and Associates of London, is expected to open in early spring 2009.

STATE: KENTUCKY CONTINUES TO SEE DECLINE IN MANUFACTURING JOBS

KENTUCKY'S manufacturing employment dropped 2.3 percent between September 2006 and September 2007, according to the latest statistics from the 2008 **Kentucky Manufacturers Register**, an industrial guide published annually by Manufacturers' News, Inc. (MNI). During that

12-month span, Kentucky lost 7,579 manufacturing jobs, continuing a downward trend the state has seen since 2001.

"Increased automation and technology has enabled manufacturers to reduce employment while maintaining productivity," said Tom Dubin, president of MNI, which has been surveying U.S. industry since 1912. "All states with a substantial automotive industry have suffered job losses, but Kentucky has seen employment declines in textiles, food products, metal fabricating and most other sectors."

Manufacturers' News reports that Kentucky is home to 5,929 manufacturers that employ 320,814 workers, making the state 24th in the nation in terms of number of manufacturing plants and 20th for related jobs. The auto industry accounts for the most manufacturing jobs in Kentucky, representing 16 percent of the state's industrial employment or 51,199 jobs.

Manufacturing Declines in Kentucky ('06 vs. '07)

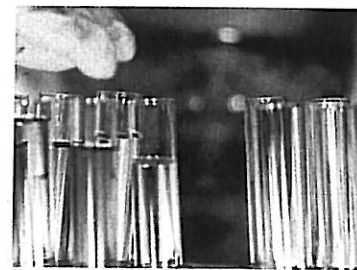
INDUSTRY	JOB LOSS
Textile	13.0%
Fabricated Metal	3.8%
Food Products	1.4%
Industrial Machinery & Equipment	1.4%
Printing/Publishing	1.3%
Automotive	0.5%

STATE: U OF L, UK TEAM WITH AMGEN TO SPUR PATIENT ACCESS TO NEW DRUGS

THE University of Louisville and the University of Kentucky have each signed master clinical trial agreements with Amgen, a California-based biotechnology company, as part of an effort to shorten the time it takes to move new drugs from the research stage to testing with actual patients.

Clinical trials generally take place in a four-stage process monitored by the federal government. Researchers first test the new drug with a group of 20 to 80 volunteers. If that proves safe and effective, the drug is given to a larger group of volunteers. The drug is then given to between 1,000 and 3,000 volunteers to check for side effects. In the fourth stage, the drug's risks and benefits are studied further.

It often takes a decade or more for a new cancer drug discovered in the lab to become a Food and Drug Administration-approved medicine used to treat patients. The new master agreement trims two to four weeks off the time it takes to review and approve the terms and conditions of clinical trial agreements, an improvement that gives Kentucky a better competitive edge, according to university officials.



The partnership between biotech company Amgen and the University of Louisville and the University of Kentucky aims to move new drugs from the lab to the marketplace more quickly.